

MEDIA RELEASE

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AIIA congratulates returning government and calls for urgent action on AI, digital economy leadership and green tech investment

The Australian Information Industry Association (AIIA) congratulates the Albanese Government on its re-election and looks forward to working with the returned government on a range of urgent reforms to drive Australia's economic prosperity.

As Australia stands at a critical inflection point in the global tech race, the AIIA urges the returned Albanese Government to prioritise the completion of a number of important regulatory and policy reforms it started in its first term that remain outstanding. Namely, the completion of a national AI regulation framework and guardrails and finalisation of the National AI Capability Plan as well as the strategic review of Research & Development. The sooner this work is completed, it will give industry confidence and clarity to invest, innovate and scale in Australia.

"Australia must act swiftly to secure its position as a competitive and responsible digital economy," said AIIA CEO Simon Bush. "Finalising AI regulation and signalling long-term capability plans, including digital infrastructure investment, will ensure that the benefits of emerging technologies translate into more meaningful, well-paid jobs and increased productivity across the economy."

The AIIA also reiterates its pre-election call for the appointment of a dedicated Minister for the Digital Economy. A senior, coordinated voice in Cabinet is essential to unify policies across AI, data, cyber, digital skills, and innovation – areas that are too often fragmented but increasingly central to Australia's future prosperity.

Digital technologies, including those enabling green and renewable solutions, have a critical role to play in meeting Australia's net zero goals. From smart energy management to AI-powered emissions monitoring and low-carbon manufacturing, a strong digital sector is key to a cleaner and more competitive economy.

"We welcome the opportunity to work closely with the incoming government to ensure digital technologies help solve our most pressing national challenges – from clean energy and climate adaptation to secure data systems and next-generation industries," Mr Bush said.

The AIIA looks forward to working with all members of the new Parliament to build a thriving, secure and inclusive digital economy for all Australians.

The full AIIA Pre-Election Statement can be accessed [here](#)

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About the AIIA

The AIIA is Australia's peak representative body and advocacy group for those in the digital ecosystem. Since 1978, the AIIA has pursued activities to stimulate and grow the digital ecosystem, to create a favourable business environment for our members and to contribute to Australia's economic prosperity. We are a not-for-profit organisation to benefit members, which represents around 90% of the over one million employed in the technology sector in Australia. We are unique in that we represent the diversity of the technology ecosystem from small and medium businesses, start-ups, universities, and digital incubators through to large Australian companies, multinational software and hardware companies, data centres, telecommunications companies, and technology consulting companies.

